DOCUMENT RESUME

ED 444 441 HE 033 201

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TITLE	Strategic Planning for Collegiate Athletics.
ISBN	ISBN-0-7890-1057-7
PUB DATE	2000-00-00
NOTE	174p.
AVAILABLE FROM	Best Business Books, The Haworth Half-Court Press, Imprints of the Haworth Press, Inc., 10 Alice Street, Binghamton, NY 13904-1580 ($24.95). Tel: 800-429-6784 (Toll Free).
PUB TYPE	Books (010) -- Guides - Non-Classroom (055)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	*Athletics; Audits (Verification); Educational Planning; Feedback; Higher Education; Mission Statements; Objectives; *Program Development; Program Evaluation; *Strategic Planning
IDENTIFIERS	Program Monitoring

ABSTRACT

This book presents strategies for planning and managing athletic programs. It helps college athletic administrators analyze their organization's environment, set objectives, decide on specific actions, and obtain feedback. Chapter 1, "Perspectives on Planning for Athletics Programs," discusses what planning is and why it is important. Chapter 2, "Overview of Strategic Planning," discusses strategic planning's process and implementation in athletics. Chapter 3, "Defining Your Purpose," explains the importance of defining purpose and writing and evaluating purpose statements. Chapter 4, "Analysis and Assumptions," discusses internal and external analysis and assumptions. Chapter 5, "Establishing Objectives," explains the nature, role, characteristics, and types of objectives. Chapter 6, "Developing Strategy and Operational Plans," notes strategy concepts, alternative strategies, factors influencing strategies, and operational plans. Chapter 7, "Evaluation and Control Procedures: Monitoring, Feedback, and Reward," includes integration of planning and control, performance evaluation and control, and staff performance evaluation guidelines. Chapter 8, "Raising Your Sights and Sharpening Your Tools through the Use of a Planning Audit," describes the planning audit; audit objective, scope, and breadth; audit personnel; audit data; and increasing planning sophistication. Appended are a strategic plan outline; summary strategic plan; detailed strategic plan; and employee evaluation and development form. (Contains 13 references.) (SM)

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